



TEXAS WIC PROGRAM

Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
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Texas WIC Logo & Vendor Signage

In our August 9, 2010, Vendor News Flash titled "New Vendor Labeling Guidelines," the Texas WIC Program relaxed requirements and sanctions for the labeling of non-Least Expensive Brand (LEB) foods. Specifically, the WIC Program authorized vendors to label non-LEB WIC-authorized foods with the Texas WIC Smart Choices Healthy Families logo in an attempt to avoid confusion and assist WIC participants in identifying/purchasing the correct WIC-authorized food products in your stores. In fact, the revised signage currently being used by many stores who opted to label their non-LEB WIC-approved foods with the WIC Smart Choices Healthy Families logo has proved highly successful.

Since the labeling of non-LEB food items has been successful in identifying non-LEB WIC-authorized products in your stores, the WIC Program is extending the authorization to use the Texas WIC Smart Choices Healthy Families logo indefinitely. If your store is currently using signage that includes the logo and has been approved by the WIC Program, you may continue using that signage. If your store is not currently using such signage and desires to start using signage that includes the logo for non-LEB foods, or if you revise your previously approved signage that was previously approved by the WIC Program, you must submit copies of the new or revised signage to the WIC Program for approval prior to use.

Computer graphic copies of the WIC Smart Choice Healthy Families logo in various formats can be found on the internet at: <http://www.dshs.state.tx.us/wichd/ppms/ppms.shtm>. The logo must be reproduced on your signage in color and cannot be altered in any way (view more information on logo usage on the web site listed above).

If you use the WIC Smart Choices Healthy Families logo to identify non-LEB WIC-authorized foods, we strongly encourage you to label all authorized brands of the food group on your store shelves (i.e., if you label one WIC-authorized cereal with the WIC logo, you should label all authorized cereal brands with the WIC logo).

Nothing in this Vendor News Flash changes any requirements for labeling your declared LEB. Your store's declared LEB products must continue to be labeled with the State-issued "WIC Approved Item" pink labels or store developed LEB labels approved by the WIC Program. Failure to properly label your store's LEB products will continue to result in sanctions as described in State Policy WV:01.0.

If you have any questions about using or continuing to use the Texas Smart Choices Healthy Families logo to identify non-LEB WIC-authorized food items in your store, please contact John Brewer via the WIC Vendor Hotline at 1-800-252-9629.